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1951

# BROWNELL ROSES

LITTLE COMPTON, RHODE ISLAND

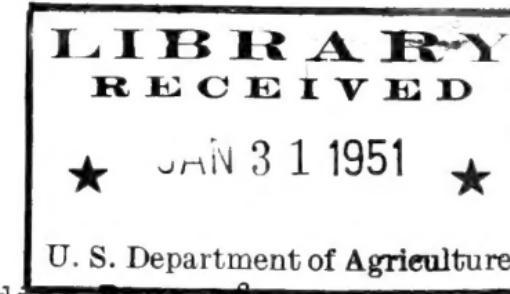
Gentlemen :-

You can count on this new sturdier race of  
everblooming Roses doing better than the more ten-  
der sorts.

It is best to order now, as there will be a  
shortage later.

Sincerely,

  
Walter D. Brownell



Jan. 1st  
1951



# BROWNELL ROSE BUSHES

EASY TO GROW — LONG TO LIVE — SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island

Two-Year-Old

Budded on Rosa Multiflora

Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free.  
This applies to Tree Roses exposed down to 15° below.

## SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all Summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero Winters.

**ANNE VANDERBILT.** Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

**BREAK O'DAY.** Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

**CEDRIC ADAMS.** The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

**CREEPING EVERBLOOM.★** Light crimson-red double, can be grown low, should be in every creeper planting.

**CURLY PINK.** Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms, in several stages, often form a gorgeous bouquet on a single stem, over 50 gracefully recurled petals.

**DICK WILCOX.** A magnificent deep red Rose that can grow two feet or more in height in one growing season, upwards of a hundred of the largest very double blooms, year upon year, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

**DOLLY DARLING.** Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yesteryear.

**EARLY MORN.** Large, dignified, double flowers of that pleasing light pastel pink.

**KING BOREAS.** Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

**LILY PONS.** White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

**No. 112. UNNAMED.** With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

**OLD-FASHIONED RED.** Born from the Roses of "Grandmother's" Garden, with that same fragrance, full doubleness, bearing constant bloom and fond memories of by-gone days.

**PINK PRINCESS.** Bud-red, flowers deep pink, famous as the first Hybrid Tea free from premature defoliation, very double.

**QUEEN O' THE LAKES.** Named for the Queen of Minnesota's Aquatic Sports. No Diving Beauty could show greater fullness of grace, brilliance and elegance of form, or color more beautiful than this charming crimson queen of all the double reds.

**RED DUCHESS.** Over the thirty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful, persistent foliage. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance incomparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

**RED ROBIN.** Red toward vermillion; very sturdy bush that literally glitters.

**SHADES OF AUTUMN.** An abundant and joyous expression of bi-colored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

**STAR GOLD.** A most perfect yellow Rose, in abundance at Rose time, with limited rebloom.

**TIP TOES.** Delightful mixture of red, orange and pink tints, with enjoyable sweet spicelike fragrance. Very much liked.

**TOMPKINS RED.** Medium, semi-double flowers of that deep velvety red, so much admired, perpetually displayed.

**V FOR VICTORY.** Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming. To numberless experts, there is no such long lasting loveliness in Roses. Reported a surprise at holding color.

**VELVETIER.** Semi-double, frequently in clusters. Gorgeously impressive with its depths of dark red, velvety luster. Named by a multitude of visitors to our gardens, with the exclamation: "Oh! how velvety!"

**YELLOW CURLS.** Pure yellow, very double flowers, of all sizes, produced in unbelievable abundance, on a rapidly growing bush.

## HARDY CLIMBING ROSES

**APRICOT GLOW.★** Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

**BROWNELL RAMBLER.** Large, clear yellow, very double flowers, singly and in clusters.

**CARPET OF GOLD.★** One of the earliest to brighten the garden with waves of brilliant pure yellow.

**COPPER GLOW.** Deep coppery orange, delightful spicy fragrance; latest color sensation.

**CORAL CREEPER.★** All the shades of ocean coral complementing other delightful rose tints.

**DR. BURT.** Clusters of reddish orange, very double, sweet fragrant bloom clusters.

**ELEGANCE.** The largest of blooms in perfect form; pure yellow center shading to white; magnificent display. One of the most beautiful of Roses, slight fragrance.

**FREDERICK S. PECK.** Deep grenadin-pink with yellow center, semi-double; an aristocrat.

**GOLDEN CLIMBER** (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

**GOLDEN GLOW.★** This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

(★)Also creepers suitable for ground cover, over walls, fences, arbors, etc.

**PRICES:** All types, except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

**BROWNELL ROSES**  
**LITTLE COMPTON, RHODE ISLAND**

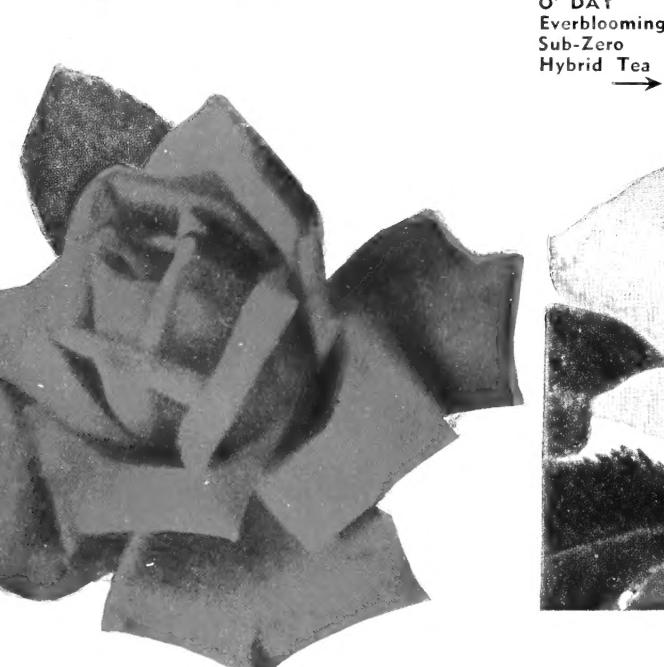
# A NEW RACE

*of Hardiness Previously Unknown in*

## HYBRID TEA ROSES



CURLY PINK  
Everblooming  
Sub-Zero  
Hybrid Tea



RED DUCHESS  
Everblooming  
Sub-Zero  
Hybrid Tea

QUEEN OF THE LAKES  
Everblooming Sub-Zero Hybrid Tea



PINK  
PRINCESS  
Everbloomin  
Sub-Zero  
Hybrid Tea



BREAK  
O' DAY  
Everblooming  
Sub-Zero  
Hybrid Tea

NEW  
Hardy  
Everblooming  
Climber  
BREAK O' DAY

ORANGE  
EVERGLOW  
Hardy  
Everblooming  
Climber

# BROWNELL Rose Bushes

- They are more vigorous.
- They can live many times as long.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.
- They are pleasingly fragrant.



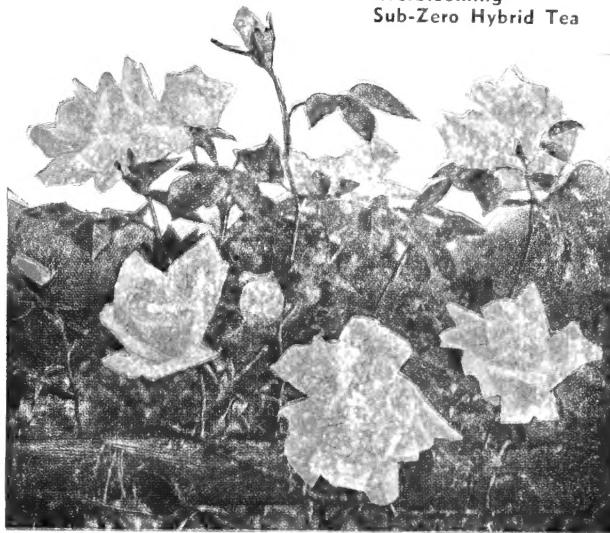
LILY PONS  
Everblooming  
Sub-Zero Hybrid Tea

## WHY?

Because they are bred back to hardy species.

## Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the Winter resistance or long plant life, constancy of the large blooms, fragrance, supreme beauty of this new RACE OF HYBRID TEAS.



Mrs. Arthur Curtis James  
THE GOLDEN CLIMBER

GOLDEN GLOW—Hardy Climber

COPPER GLOW  
Hardy  
Climber



ANNE  
VANDERBILT  
Everblooming  
Sub-Zero  
Hybrid Tea

## PERHAPS...

you are one of thousands told by a grower of them what they are.

ORDER NOW  
We have never had enough.

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**GOLDEN ORANGE CLIMBER.** Yellow and orange; an enormous unique crinkly flower for the connoisseur. Hard to believe when you see it.

**GOLDEN PYRAMID.** Large cadmium-yellow blooms. Most vigorous of all.

**HARVEST GLOW.** Many gracefully formal petals, yellow and deep pink.

**LITTLE COMPTON CREEPER.★** Nature's own deep wild rose-pink, large single, in clusters.

**MAGIC CARPET.★** Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.

**ORANGE EVERGLOW.** Heralded hardy everblooming climber; featuring progress, beauty, fragrance and vigor; color dazzling coppery orange. The first of a series of Everblooming Climbers to be introduced by the Brownells. \$2.00 each; \$24.00 per doz.

**CL. BREAK O' DAY.** Very vigorous, everblooming climbing sport of "Break o' Day;" a very nice climber. \$2.00 each; \$24.00 per doz.

**PEARLY WHITE.** Gracefully petaled, semi-double, large all-white Rose; we like it very much.

**PINK BI-COLOR.** A wonderful combination of two shades of pink.

**PEGGY ANN LANDON.** Strong, double sunflower-orange buds, opening yellow; early bloomer.

**WHITE GOLD.** A most gracefully formed, large, double, nearly white.

## BROWNELL ROSES LITTLE COMPTON, RHODE ISLAND

BROWNELL ROSE RESEARCH GARDENS  
LITTLE COMPTON, RHODE ISLAND

January 1st, 1951.

Library, U. S. Dept. of Agriculture  
Washington 25  
District of Columbia

Gentlemen:

Did you hear about the zero weather before harvest at the rose fields in the South, where about half of the American Rose bushes are grown?

We distribute Northern grown Roses, but a few of our distributors have a couple of car-loads of some of our varieties grown down there.

From reports we learn that many of the Brownell Sub Zero Hybrid Teas there in the fields along side of the other hybrid teas, almost like a miracle, stood up in fine shape, with the others showing tremendous damage.

The blooms are as large and beautiful as any.

They bloom more, more constant.

They average much more vigorous; and the foliage is better.

They have everything the others have and much more that your customers want.

If you have not ordered write today while we can quote you Spring prices on Northern grown No. 1 and No. 1½ grades.

Sincerely,

  
Walter D. Brownell



U.S. POSTAGE  
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NEW YORK  
JAN 25 1900

R

BROWNELL ROSE RESEARCH GARDENS  
LITTLE COMPTON, RHODE ISLAND



August 1, 1951

Library, U. S. Department of Agriculture  
Washington 25  
D. C.

Gentlemen:

The most prevalent statement we receive concerning your Sub Zero Roses is "They are all you claim for them and more".

The man who first introduced the Hybrid Tea into America long ago was one of those who wrote that to us.

Can you today accept the idea so frequently expressed by leading Rose experts that in the not too distant future more than half of the garden Roses sold in America will be Sub Zero Hybrid Teas.

Why? Because they have what gardeners want, and when fully known, more will be wanted than all the Nurserymen can possibly supply.

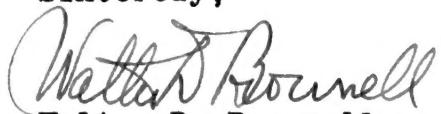
Hundreds of happy customers write us for no other reason than to tell us how they gloat over the joy they are getting from them.

Important data is all based on reports from Universities and leading Experts.

Are your customers getting full satisfaction with their Roses?

Best to send us your list in time.

Sincerely,

  
Walter D. Brownell



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NEW GARDEN LILIES • FLOWER ARRANGEMENT

# Flower Grower

AUGUST 1950

25 CENTS

THE HOME GARDENER'S MAGAZINE



# BROWNELL ROSES

## LITTLE COMPTON, RHODE ISLAND

The Brownell Family have spent forty years and many tens of thousands of dollars Hybridizing, as a philanthropy, this superior Race of safer sturdier Everblooming Rose bushes, that can survive cold Sub Zero Winters and hot Summers, as long as you live without replacements. They are the answer to your losses of tender roses.

### Save Replacement Expense

We replace free any Brownell Roses purchased here that fail within 2 years.

### A New Race of Sturdier Roses

#### Everblooming Sub Zero Hybrid Teas

It is the *Sub Zero* that makes them live longer. It is the *Sub Zero* that makes them bloom more. It is the *Sub Zero* that makes their flowers larger. It is the *Sub Zero* that makes them bloom more constantly.

#### Why?

Because they are bred back to hardy Species, under a new scientific procedure for a long and glorious life in your garden.

The exquisite beauty of these large fragrant blooms is rarely equalled.



RED DUCHESS, Everblooming Sub Zero Hybrid Tea.

The plants are grown in three sizes at three prices to meet your preferences. All sizes grow larger each year and bloom more and more, when well established over 100 delightful blooms each year some six inches across.

The standard 2 year old, field grown grade plants Number 1 are \$1.75 for one, \$5.00 for three, \$18.00 by the dozen.

Popular size Number 1½ grade, slightly smaller, will grow as large; one for \$1.25, three for \$3.25, \$12.00 by the dozen.

The giant extra large size, \$2.75 for one, \$8.00 for three, \$30.00 by the dozen.

In our display gardens are beds planted decades ago—no replacements—still blooming more and more gorgeous roses each season.

The three Rose varieties pictured here are not all; there are twenty more of equal elegance.

Order direct now; there will be a shortage later. Send for Pictured List.

Print name .....

Street & number .....

State ..... Pictured List wanted ( )

Number of Roses ordered ( ), Check or M. O. enclosed ( )

A greater joy can now be yours with three or many beautiful Everblooming Roses of all types, in 30 exquisite colors, of supreme size, form, fragrance and beauty to glorify your garden and adorn the Home.

20 varieties of hardy, large flowered, double and semi-double Climbing Roses. Aristocrats of the world.

Rose trees topped with the Sub Zero Hybrid Teas can take 15° below zero. If they fail within 2 years above that temperature, we replace them free.

No bother of lifting or bending down or other winter protection, down to 15° below.

Price \$7.50 each.  
No quantity discount.



QUEEN OF THE LAKES  
Everblooming Sub Zero  
Hybrid Tea



V for VICTORY, Everblooming Sub Zero Hybrid Tea.